



EXHIBITORS POLICIES AND PROCEDURES

1. **BOOTH ASSIGNMENTS:** Complete the contract for exhibit space. List 4 space choices in order of preference. Booth assignments will be assigned after the April 15th deadline. Confirmation will be made as quickly as possible. The number of booth spaces is limited and assignments will be made on a first come, first served basis. A company that has not settled all previous accounts with the MRDA will not be assigned booth space. The MRDA determines the eligibility of any company or product to be exhibited at this meeting, either before or after proper execution of the contract. **NOTE: If you do not receive confirmation from MRDA, then you are NOT registered for booth space(s).**

NO RESERVATIONS FOR BOOTH SPACE WILL BE ACCEPTED OVER THE TELEPHONE.

2. **EXHIBITOR'S FEE & RENTAL POLICY:** The rental fee is \$600 for 1st booth (10'X10'), \$500 for 2nd booth and \$400 for 3rd or more booths, if you register before April 15, 2024. **To reserve your booth(s), THE FULL FEE MUST BE ENCLOSED WITH THE APPLICATION.** The balance per booth must be paid to the MRDA before April 15, 2024, for the fee of \$600 for 1st booth, \$500 for 2nd booth & \$400 for 3rd booth or more to be in effect. Non-payment of space after April 15, 2024, will be interpreted to mean that the exhibiting organization no longer wishes to reserve space and the booth reservation will be CANCELLED. The Association reserves the right to resell this space to another organization.

Written notice of cancellation received in the MRDA Administrative Office by April 15, 2024, will receive a refund of monies submitted minus \$100. No refunds will be allowed for cancellations made after April 15, 2024. **All cancellations must be received on the company's letterhead.** FULL PAYMENT MUST BE RECEIVED BEFORE SPACE CAN BE OCCUPIED.

3. **REGISTRATION AND BADGES:** Pre-registration of exhibit personnel is mandatory. Each exhibiting company is entitled to one (1) complimentary meal/function package for 1st booth only, which includes admittance to all meals and functions. No meal packages for 2nd or more booths. Other representatives may register to attend and work the booth. Any additional meal and function packages may be purchased at \$100.00 per package.

Each exhibitor is expected to staff each booth adequately during exhibit hours. EACH REPRESENTATIVE OF AN EXHIBITING ORGANIZATION MUST WEAR AN OFFICIAL BADGE AT ALL TIMES IN THE EXHIBIT AREA.

4. **SIZE/FURNISHINGS:** Each booth is 10 feet wide by 10 feet deep. Rental fee includes drapery background (8 feet high), side dividers (3 feet high), a 7 by 44-inch sign with the name of the firm and a 6-foot table and 2 chairs. **Electricity must be secured prior to the start of the Trade Show. Please indicate on your registration if electricity is needed.**

5. **EQUIPMENT SHIPMENT:** Large equipment should be clearly marked with the following: 1) Your company name, 2) Heartland of America Regional Trade Show, 3) booth number, and 4) Lodge of Four Seasons Resort, Lake Ozark, Missouri.

ALL SHIPMENTS MUST BE PREPAID AND SENT DIRECTLY TO:

Page & Brown Convention Services (Fees for warehousing & delivery to resort will be sent with confirmation)
5744 Chapel Drive (Fees are exhibitor's responsibility)
Osage Beach, MO 65065
573-348-5176

6. **SETTING UP & DISMANTLING:** The exhibit area will be open for installation work beginning at 9am on Monday, April 29th, 2024. **During the Vendor Showcase on Tuesday, NO exhibitor will be allowed to set-up.** The exhibit hall will reopen at 9:00am on Tuesday, April 30, 2024. Installation should be completed by 1:00pm on Tuesday, April 30th. This extra time is allowed for those vendors wishing to play golf Tuesday morning. Dismantling may begin at 7:00pm on Tuesday, April 30 and MUST be completed by noon on Wednesday, May 1. (Arrangements must be made with the hotel if your exhibit will take longer to set up or dismantle than the time allowed). Vendor/Dealer registration will begin at 12pm on Monday in the exhibit area.

Each booth must be ready for final inspection by 1:00pm on Tuesday. All exhibits must remain intact until the show closes at 6:30pm on Tuesday, April 30, 2024. The Exhibit Hall will be close from 7:00pm to 9:00pm for the dinner.

7. **FAILURE TO OCCUPY SPACE:** Unless previously arranged, booth space not occupied by the exhibiting organization by 2:00pm on Tuesday, April 30, 2024, will be forfeited without refund to the exhibitor and the space may be resold or used by the MRDA.



8. **EXHIBIT HOURS:** The Vendor Showcase will be from 1:30pm to 6:30pm on Tuesday, April 30th. Participants will be encouraged to visit during this time period. Refreshments will be served in the exhibit area to help increase exhibitor exposure. Drawings for attendance prizes will be conducted during this time also.
9. **INSURANCE:** Exhibitors are urged to take out a portal rider, which is available at a nominal cost on their own insurance policy, to protect them against loss through theft, fire, damage, etc.
10. **LIABILITY:** It is agreed that individual exhibitors will protect, save, and keep the Missouri Rental Dealers Association, Mitchell, and The Lodge of Four Seasons Resort from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms regarding the exhibition premises; and further, exhibitor shall at all times protect, identify, save, and keep harmless the above parties against and from any and all loss, cost, damage, liability of expense arising from or out of or by reason of accident or other occurrence to anyone, including the exhibitor, its agents employees and business invites, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof.
11. **CONVENTION FACILITY RESTRICTIONS:** 1) Volatile or flammable fluids, substances or materials of any nature prohibited by city fire regulations or insurance carriers may not be used in any booth. 2) All construction in a booth shall be substantial and fixed in position for the duration of the show. 3) All aisles and exits must be kept clear, clean and free from obstruction to comply with fire restrictions. 4) All business activity, circulars, and advertising matters may be conducted and/or distributed ONLY within the booth(s) assigned to the exhibitor.

COOPERATION: IT IS REQUIRED THAT EXHIBITS BE INSTALLED WITHIN THE ASSIGNED SPACE AND NOT INTERFERE WITH OTHER EXHIBITS. IT IS ALSO REQUIRED THAT EXHIBITS BE MANNED DURING DESIGNATED EXHIBIT HOURS.

The following practices are prohibited: 1) Use of noisy electrical or mechanical apparatus interfering with other exhibits. 2) Canvassing or distributing any material outside the exhibitor's own space. 3) **Equipment outside assigned booth space.** 4) Subleasing of exhibit space. 5) The use of billboard advertisement and/or display of signs outside of the exhibit area without prior approval from the Missouri Rental Dealers Association's Trade Show Chairman.

The use of open audio systems is allowed. However, the exhibitor must agree to discontinue its use of the sound level if deemed to be objectionable to the convention participants or adjacent exhibitors.

The character of the exhibits is subject to the approval of the Trade Show Chairman, MRDA. The right is reserved to refuse the application of concerns not meeting standards required or expected, as well as the right to curtail or to close exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct, and attire of persons, etc.

12. **ATTENDANCE:** Based on past years, approximately 135 dealers and spouses are expected to attend this meeting. Ten to fifteen companies, in and outside of state, were represented, as well as sold-out exhibitor space.
13. **SUBLETTING OF SPACE:** Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them in the regular course of their business.
14. **SECURITY:** The Missouri Rental Dealers Association will provide security within the Exhibit Hall for the protection of the exhibitor's property in the exhibit hall after exhibit hall hours. The MRDA shall not be held responsible for the loss of, or damage to, any material for any cause and encouraged the exhibitor to exercise normal precautions to prevent loss or damage.
15. **EXHIBIT HALL FURNISHINGS:** The exhibit hall is entirely carpeted. The draping will be burgundy and white. Furniture, electrical connections, and other needs may be ordered through the Lodge of Four Seasons Resort (800/711-8983).
16. **CANCELLATION OF EXPOSITION:** Should any situation beyond the control of the Missouri Rental Dealers Association arise to prevent the 2024 Trade Show, MRDA will not be held liable for any expenses incurred by the exhibitor except the rental cost of booth space.
17. **SHOW SPECIALS:** MRDA recommends that the exhibiting vendors offer trade show specials that are available on orders placed at the trade show ONLY.